

Curriculum Vitae

P. MICHAEL REININGER

PROFESSIONAL EXPERIENCES

EXECUTIVE DIRECTOR, FLORIDA EAST COAST INDUSTRIES. MIAMI, FLORIDA. 2017-Present

Advise senior leadership and ownership on strategy for launch and operations of Brightline passenger rail service. Develop opportunities for business expansion within Florida including new station locations, ridership analysis, land acquisition, facility development, rolling stock procurement, government entity negotiations, political and public relations strategy.

Explore growth opportunities outside of Florida for similar systems by leveraging unique skillsets and experiences of Brightline team. Support capital markets and financing activities for business expansion. Lead all efforts of Transit Oriented real estate development platform.

PRESIDENT, ALL ABOARD FLORIDA. MIAMI, FLORIDA. 2012- 2017

Developed first private sector express intercity passenger rail business in the U.S. serving Miami to Orlando, with stops in Fort Lauderdale and West Palm Beach. Developed a transit-oriented development platform to construct mixed-use commercial real estate at downtown station locations in South Florida. Structured, recruited and led executive committees for both entities.

Coordinated capital markets interface for \$2B equity and debt structure. Created consumer brand and innovative train, station and service products for *Brightline*.

Built \$450M (70 mile) rail infrastructure program. Built 3 downtown stations with multiple teams- total investment \$250M. Designed and built fleet of first-ever "made in America" integrated trainsets through \$250M contract. Developed I.T. and consumer interface platform for all business operations. Directed strategy for brand launch and sales and marketing systems and activities.

Orchestrated government, public affairs and public relations activity at state, local and national levels for all components of the businesses. Acquired and entitled land for rail and real-estate businesses. Designed, financed and built 300,000 square feet of office, 1100 multi-family residences, and 200,000 square feet of retail space in single phase, \$1billion development.

EXECUTIVE VICE-PRESIDENT & CHIEF DEVELOPMENT OFFICER. AECOM. 2009- 2012 **Denver, Colorado**

Conducted global business development for unit of a Fortune 500, multi-disciplinary professional technical services firm. Led large scale, complex pursuits and client services in architecture, planning, economics, landscape architecture, and building engineering. Developed projects in various U.S. States, Europe, Middle East and China.

EXECUTIVE V.P.-DESIGN, DEVELOPMENT & CONSTRUCTION. MGM/MIRAGE HOSPITALITY 2007-2009 **Las Vegas, Nevada.**

Executive Committee member of a start-up business extending MGM Resorts International brands into development and management of non-gaming hotel and resort properties for third party owners around the world.

Structured, recruited and hired full team. Identified and negotiated management agreements in UAE, China, and India.

Led development of brand standards for each of the companies' individual products. Created protocols and procedures for oversight of all active product and development management in the US, Middle East, Asia and China. Launched regional offices in Abu Dhabi, Hong Kong and Beijing.

MANAGING PARTNER. UNION STATION NEIGHBORHOOD COMPANY.

Denver, Colorado

2006-2007

Directed partnership between East West Partners and Continuum Partners to win master development rights for redevelopment of Denver Union Station. Created one of largest multi-modal transit hubs and TOD opportunities in the U.S. through a complex public-private partnership structure. The project is the centerpiece of the \$7 Billion FasTracks Initiative in metropolitan Denver and includes over 30 acres and 4 million square feet of mixed-use development woven into the transit operations and the historic Denver Union Station

Created USNC, a joint-venture entity to execute planning, entitlements, public-private partnership and development activities. Managed all public relations, public agency negotiations, planning, design, and business operations for the company.

SENIOR VICE-PRESIDENT, CREATIVE SERVICES & MARKETING. ST. JOE COMPANY.

Jacksonville, Florida

1998-2006

Member of Executive Management Team for public company. Led all planning, land and development strategy, creative development for products and services and corporate marketing for Florida's largest land holder and real-estate operating company.

Conducted highest and best use analysis for over 1 million acres of private land and developed priorities for development execution. Developed and maintained sophisticated GIS system for asset maintenance of land portfolio.

Developed brand identities, product attributes and communication strategies for projects across all business lines including large scale residential master-planned communities, second home communities, commercial office and retail parks, and rural/recreational land development and property sales.

Led marketing and communication team responsible for supporting all sales and marketing efforts of the corporate entity and the various business units and projects.

VICE-PRESIDENT PRODUCT DEVELOPMENT- DISNEY CRUISE LINE. Orlando, Florida 1994-1998

Participated on core strategic planning team and led all product development efforts for creation of Disney Cruise Line. Conceived and managed the construction of two 85,000 GRT (2800 passenger) cruise ships with industry changing innovations and inventions. Identified, acquired, designed and constructed a 1000-acre destination out-island facility in the Bahamas.

Developed an industry first, custom designed and dedicated cruise terminal facility at Port Canaveral, Florida through a public-private partnership.

Conceived and delivered all onboard and landside program content and entertainment including 3 Broadway caliber production shows and first of kind children's programming tailored to age and developmental specific characteristics.

Developed landside transportation and logistics program for transport of luggage and guests between airport, port and resort destinations including deployment of fleet of 50 custom motor coaches and industry first luggage check at port operations.

Coordinated all business operations, marketing and sales distribution activities with product development to ensure integrated business launch.

VICE-PRESIDENT REAL ESTATE VENTURE DEVELOPMENT. WALT DISNEY IMAGINEERING.

Orlando, Florida.

1992-1994

Led pursuit of new location-based business opportunities with focus on regional outdoor attraction expansion and resort development to extend Disney brand.

Led pursuit of Disney's America- a proposed theme park and resort for suburban Washington D.C. Managed all business planning, creative development, land acquisition and entitlement modifications, fiscal benefit recapture and public relations efforts for the project. Covertly assembled 3000 acres and confidentially completed complete property rezoning.

Led strategic exploration and analysis for Disney Destination Resorts to test feasibility of creating branded Disney Resort facilities outside core attraction locations and analyzed potential land and facility acquisitions in high profile resort locations.

DIRECTOR- HOTEL DEVELOPMENT, EURODISNEY SA. PARIS, FRANCE

1990-1992

Ran largest department of Real Estate Division charged with conception, feasibility analysis, design, and construction of resort and related facilities for Disneyland Paris.

Managed the delivery of Disneyland Paris opening day program of 6 hotels (5600 guestrooms), 180-unit camping resort, 27-hole championship golf course and clubhouse and extensive supporting infrastructure and area development improvements. Entire program delivered on time and below budget through the coordinated efforts of over 6000 people from 80 countries speaking 13 languages on a single consolidated site.

Led master-planning and creative development of future phase developments for Disneyland Paris.

DEVELOPMENT MANAGER. DISNEY DEVELOPMENT COMPANY. Orlando, Florida

1986-1990

Directed creation of comprehensive master plan for 30,000 acre Florida land assets.

Conceived and developed first moderate price hotel product and executed projects at Disney's Caribbean Beach Resort (2112 guestrooms) and Disney's Port Orleans and Dixie Landings Resorts (3056 guestrooms).

Created product and implementation plan for Disney Vacation Club and guided design of initial product launch at Disney's Old Key West Vacation Club Resort.

ASSOCIATE, MICHAEL LEE ADAMS AND ASSOCIATES. CLEARWATER, FLORIDA.

1984-1986

Associate in firm with practices in architecture, development, construction management and asset management for medium scale commercial and residential projects throughout Florida.

EDUCATION

Texas Tech University, Lubbock, Texas. *Bachelor of Architecture, Design Specialization*, 1984

AFFILIATIONS

Urban Land Institute, American Institute of Architects, Registered Architect-State of Florida, NCARB, Leadership Jacksonville Class of 2005, Leadership Florida 2016